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JANUARY-MARCH 1967

## CONSUMER PURCHASES OF

# CITRUS

- Fruit
- Juices
- Drinks

## AND OTHER PRODUCTS

THIS IS THE  
FINAL QUARTERLY  
REPORT

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U. S. DEPARTMENT OF AGRICULTURE  
Economic Research Service in Cooperation  
with the Florida Citrus Commission

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## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

June 1967

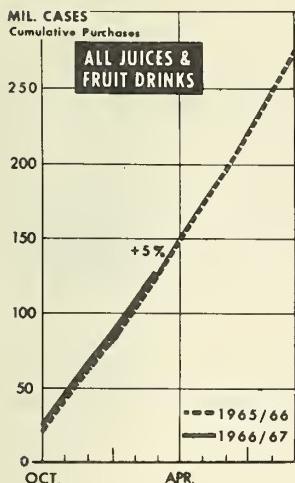
CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,  
DRINKS, AND OTHER PRODUCTS  
JANUARY-MARCH 1967

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The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

**FINAL REPORT:** This is the last quarterly report in a series that dates back to 1949. In the future, these data will be published by the Florida Citrus Commission, Lakeland, Florida, in their periodic publication, Citrus Business Digest. Copies of that publication may be obtained by writing directly to the Commission.

#### HIGHLIGHTS



Reported purchases of fruit juices and fruit drinks by household consumers in January-March 1967 were up 5 percent--3.5 million cases single-strength equivalent--in comparison with the same quarter of 1966. The gain was a result of substantial increases in use of citrus juices that more than offset declines in use of non-citrus juices and fruit drinks.

Orange juices accounted for about 44 percent of the fruit beverages bought for home use during the quarter, up from 40 percent a year earlier. The shares held by other juices and fruit drinks were down about 2 points each to 31 and 25 percent respectively.

Purchases of frozen concentrated orange juice rose to a new peak in January-March as prices dropped to near record lows. Movement of chilled orange juice continued at a record pace, but the upturn was not as spectacular as in earlier months. Canned orange juice was up substantially from a year earlier, but even so purchases remained well below levels of the mid-1950s.

Purchases of canned prune juice were down moderately for the fourth quarter in succession. Use of other noncitrus canned juices and noncitrus frozen concentrated juices also were off from the preceding January-March.

Consumption of frozen concentrated fruit drinks continued to decline rather sharply. And for the first time in more than a year, use of canned single-strength fruit drinks dipped below year-earlier levels.

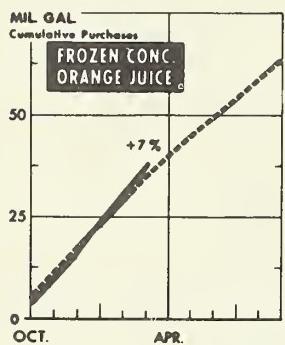
Purchases of canned grapefruit sections held steady, while movement of chilled citrus salads and sections was off moderately. There was a good gain in use of fresh grapefruit, but movement of fresh oranges slowed.

October-March cumulative purchases of juices and fruit drinks were up 5 percent--6.1 million cases single-strength equivalent--from the corresponding 6 months of 1965/66. (See figure in margin.) The gain was accounted for by an increase in use of citrus products. Prices paid in the current season averaged 4.3 cents per 6-ounce serving, compared with the year-earlier 4.5 cents. Despite these lower prices, total consumer expenditures were up slightly.

#### FROZEN CONCENTRATED JUICES

##### Frozen Concentrated Orange Juice Peaks

Purchases of frozen concentrated orange juice in January-March 1967 were the largest reported for any quarter since this series began in 1949. Prices paid were near record low, reflecting the large orange crop and high production of the concentrate.



Retail movement was up 16 percent--2.9 million gallons--from a year earlier, and was slightly larger than in October-December 1962, the previous high quarter. This one juice accounted for 35 percent of all fruit beverages bought for home use in January-March, compared with 32 percent in the same quarter of 1966, and was the largest share since the 1962 freeze. (See tables 1, 16-19, and figs. 7-9.)

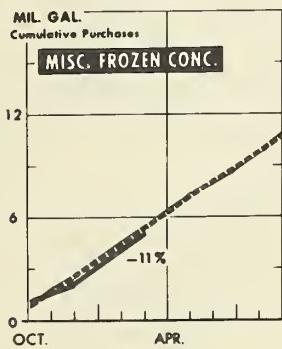
Retail prices dropped from 18.7 cents per 6-ounce can in December to 16.1 cents in January and to 14.4 cents in March.

The strong movement in the quarter was associated with the largest average size of purchase (8.9 cans per month) recorded. Despite unusually low prices, however, the proportion of families buying (27.3 percent a month) was not as large as it was in most of the 1950s and in the early 1960s.

The average buyer spent only \$1.37 a month for the concentrate, the lowest monthly expenditure recorded in several years. However, total outlay by consumers was up slightly from a year earlier, since more families bought.

October-March cumulative purchases rose 7 percent--2.5 million gallons--over the corresponding 6 months of 1965/66. (See figure in margin.) Consumer expenditures were up 4 percent.

#### Miscellaneous Frozen Concentrates Stay On Downturn

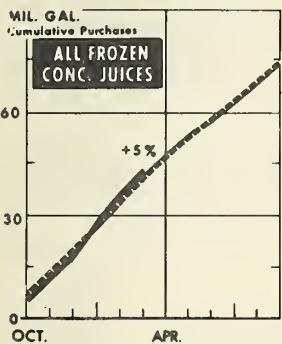


In contrast to the gains posted by frozen concentrated orange juice, consumer purchases and expenditures for other frozen concentrated juices, such as apple, grape, pineapple and blends, were off 15 percent from January-March 1966. (See tables 8, 16-19, and figure 8.)

The loss in market was a result of a decrease of one percentage point in the proportion of families buying with the size of purchase holding even. Prices paid--18.6 cents per 6-ounce can--were steady.

This was the second quarter in succession in which movement was slow and October-March cumulative purchases were off 11 percent--607,000 gallons--from a year earlier. The decline in consumer expenditures was not quite as great.

#### Frozen Concentrated Juices Take Larger Share of Market



Purchases of all frozen concentrated juices were 12 percent--2.5 million gallons--higher in January-March than in the same months of 1966. (See tables 9 and 19, and figures 7 and 9.)

This type of juice captured 39 percent of the household fruit beverage market, a gain of 2.3 points over January-March, 1966. In comparison, the share held by chilled orange juice remained steady, while both canned single-strength juices and fruit drinks had smaller shares.

Prices paid for frozen concentrated juices were off sharply to 15.4 cents per 6-ounce can. Except for frozen concentrated fruit drinks, these were the least expensive products reported in the quarter.

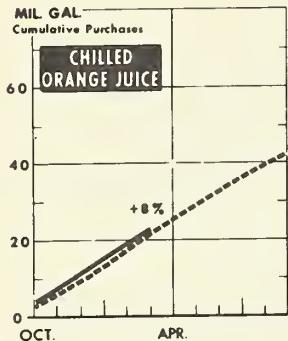
Cumulative purchases in the first half of 1966/67 were up 5 percent--1.9 million gallons--from the preceding

season. Retail prices were lower, however, and there was but little gain in the amount spent for them.

#### SINGLE-STRENGTH JUICES

##### Chilled Orange Juice Maintains Record Pace

Housewives bought more chilled orange juice in January-March than in any other quarter reported in this 10-year series. Retail prices were down and the average amount spent by the typical buyer was record low. (See tables 2, 16-19, and figures 7-9.)



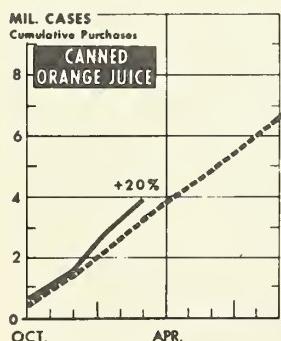
Purchases were up 5 percent--550,000 gallons--from a year earlier and up 79 percent from 3 years earlier. Size of purchase averaged 3.4 quarts per month among the 8.3 percent of families that bought. The number of families using this juice is on the upturn, but the average size of purchase is declining.

Retail prices fell from 38.3 cents a quart in December to 34.3 cents in March, which was 10 percent below a year earlier. Except for June 1962 when the average was 33.9 cents, this was the lowest price recorded.

October-March cumulative purchases were 8 percent--1.8 million gallons--above those of a year earlier. (See figure in margin) Consumer expenditures were up slightly despite the lower prices.

##### Canned Orange Juice on Upturn

Consumer purchases of canned single-strength orange juice in January-March 1967 were the highest since the 1962 freeze and retail prices the lowest since the 1957 freeze. (See tables 3, 16-19, and figures 7-9.)



Purchases were 21 percent--392,000 cases--above those of a year earlier. The gain was a result of two factors: an increase in the number of families buying and a larger size of purchase.

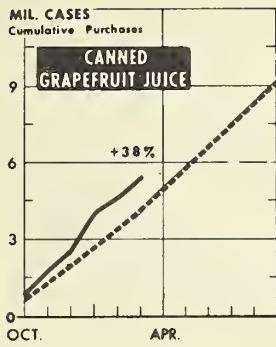
Prices paid, 34.1 cents per 46-ounce can, were down 14 percent from both the preceding quarter and a year earlier. This was the lowest price reported since mid-1958.

October-March cumulative purchases were up 20 percent--652,000 cases--from corresponding months of 1965/66. Despite the gain purchases held below the 1957-61 average.

Similarly, while expenditures for the juice rose over levels of a year earlier, they remained below average.

### Grapefruit Juice Sales Rise Sharply

Household consumption of canned single-strength grapefruit juice rose to an eleven-year high in January-March. Prices were on the downturn, but consumer outlay for the juice climbed to a new peak for this 18-year series. (See tables 4, 16-19, and figures 7-9.)



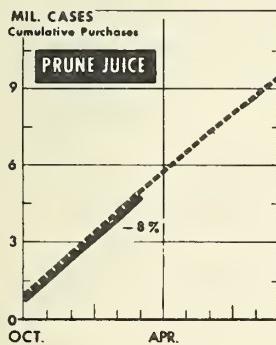
Each month, about 6.4 percent of the Nation's families bought compared with only 5.1 percent a year earlier. The proportion of families buying has not been this high since the late 1950s. Further, the average size of purchase, 2.6 cans, was the largest of record. As a result, the volume of purchases was up 45 percent--976,000 cases--in comparison with the first quarter of 1966.

Prices paid averaged 34.1 cents per 46-ounce can. They had been 39.9 cents in the preceding January-March. Nevertheless, consumer expenditures were substantially higher because of the increase in sales.

Purchases for the season through March were 38 percent --1.6 million cases--ahead of corresponding 1965/66 months and were the highest in 11 years. Cumulative expenditures were up 23 percent.

### Prune Juice on Decline

January-March retail sales of prune juice were down moderately from a year earlier to continue the comparatively slow movement that has prevailed for about a year. Prices remained on the upturn. These changes reflect a smaller than average crop. (See tables 5, 16-19, and figures 7-9.)

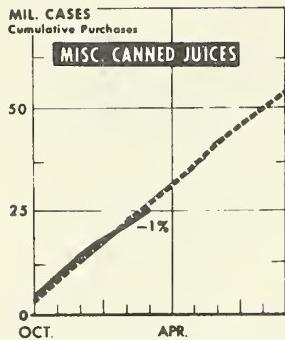


Only about 7.5 percent of the Nation's families bought prune juice in each of the 3 months compared with more than 8 percent a year earlier. The average size of purchase, however, remained about the same. Total purchases were 7 percent--181,000 cases--below the same months of 1966.

A typical buyer spent \$1.02 per month for prune juice in January-March, the most since 1961/62. However, since fewer families bought, total consumer expenditures remained about the same.

Purchases in the first 6 months of the 1966/67 reporting year were 8 percent lower--427,000 cases--than in corresponding months of the preceding year. Prices were a little higher, however, and the decline in expenditures was not as great.

### Miscellaneous Juices Slow

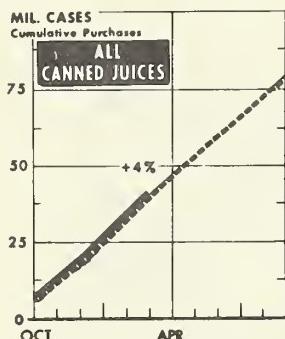


Purchases of miscellaneous canned single-strength juices, such as apple, grape, pineapple, tomato, and blends, were off moderately from January-March 1966. The loss in sales reflected a combination of fewer families buying and a smaller size of purchase. (See tables 7, 16-19, and figures 7-9.)

Prices also were down, and consequently, expenditures for these products were about 6 percent less than a year earlier.

Total purchases in the first 6 months of the current reporting year remained about the same as in the preceding year. Prices were lower, however, and consumer expenditures were down moderately.

### Canned Juice Sales Highest Since 1963



Home use of total canned single-strength juices rose 3 percent--645,000 cases--over a year earlier to reach the highest level recorded since early 1963. The upturn was a result of an increase in purchases of citrus juices that more than offset declines in purchases of noncitrus juices. (See tables 12, 16-19, and figures 7-9.)

The size of the family purchase was moderately larger than a year earlier. On the other hand, the proportion of families buying was comparatively small for this time of year.

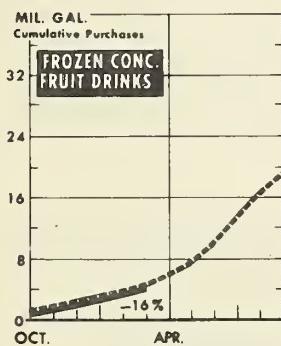
Canned juices accounted for 30.5 percent of the fruit beverages bought for consumption in the home during the quarter, down from 31.1 percent a year earlier. In comparison, fruit drinks lost 1.7 points in market share, while frozen concentrated juices gained 2.3 points.

Prices paid for canned juices averaged 35 cents for a 46-ounce can, moderately below those of the preceding 4 or 5 years. Since purchases were higher, consumer expenditures remained about the same.

October-March cumulative purchases were 4 percent--1.6 million cases--ahead of the corresponding year-earlier period. (See figure in margin.) Cumulative expenditures held about the same.

## FRUIT DRINKS

### Frozen Fruit Drinks on Downturn



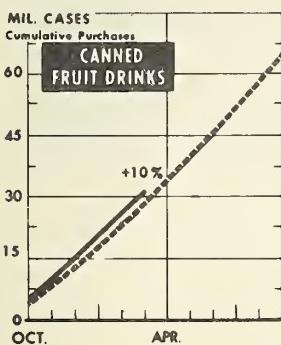
Household consumption of frozen concentrated fruit drinks was off 8 percent--155,000 gallons--from January-March 1966, extending the downturn that has continued for more than 3 years. (See tables 9, 16-19, and figures 7-9.)

These fruit beverages accounted for only 3.5 percent of the January-March household market compared with 3.9 percent a year earlier and 5.5 percent 2 years earlier.

Prices paid were down a little to 12.2 cents per 6-ounce can--the equivalent of 2.7 cents for a 6-ounce serving. In comparison, the cost of competing products ranged from 3.8 cents for a serving of frozen concentrated orange juice to 7.7 cents for prune juice.

Total purchases of frozen drinks in the first half of the 1966/67 reporting year were off 16 percent--719,000 gallons--from the same period of 1965/66. Expenditures by consumers were down even more.

### Canned Fruit Drinks Lose Momentum



January-March purchases of canned single-strength fruit drinks held about the same as a year earlier to halt the upturn that had been in progress for about a year. (See tables 12, 16-19, and figures 7-9.)

Size of purchase averaged 3.7 46-ounce cans among the 22 percent of families that bought. The family purchase was among the largest recorded, but the proportion buying was comparatively small.

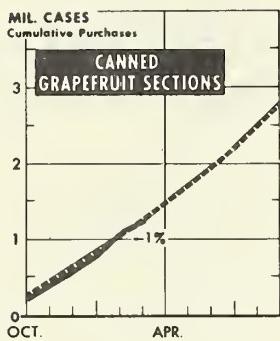
Prices paid for canned fruit drinks averaged 29.4 cents per 46-ounce can. Frozen concentrated orange juice was less expensive but other fruit juices were more costly.

Cumulative purchases of canned fruit drinks in the first 6 months of the current reporting year were 10 percent

--2.7 million cases--ahead of the same period in 1965/66. The gain in cumulative expenditures was more modest.

### CITRUS SECTIONS AND SALADS

#### Canned Grapefruit Sections Steady



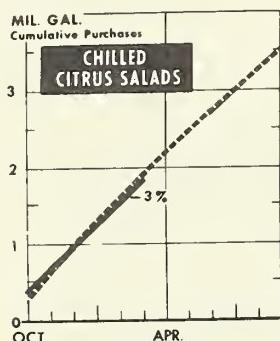
Consumers bought about the same quantity of canned grapefruit sections in January-March as they did in the preceding quarter, or a year earlier. (See tables 6, 16-19, and figures 7-9.)

The average size of purchase was considerably larger than in January-March 1966. That gain, however, was counterbalanced by a decline in the number of families that bought the product.

Retail prices were down slightly to 24.4 cents per No. 303 can, the lowest price recorded since shortly after the 1962 freeze.

October-March cumulative purchases and expenditures were almost unchanged from year-earlier amounts.

#### Chilled Citrus Sections Slow



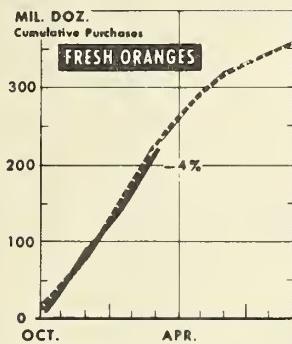
January-March purchases of chilled citrus salads and sections were off moderately from the year-earlier volume. The loss was accounted for by a decline in the number of families that bought. (See tables 10, and 17-19.)

Retail prices were down slightly to 65 cents a quart, and were the lowest reported since the freeze. As a consequence, consumer expenditures were off moderately from the year before.

Cumulative purchases were off 3 percent--53,000 gallons --from the corresponding 6 months of 1965/66. Consumer expenditures also were down 3 percent.

## FRESH ORANGES AND GRAPEFRUIT

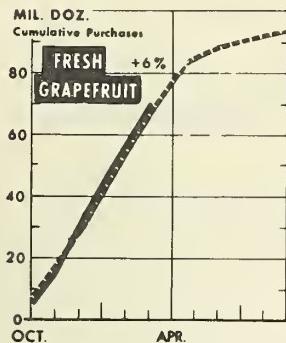
### Oranges Down



Consumer purchases of fresh oranges were off moderately from January-March 1966. Fewer families bought, and the average size of purchase was smaller. (See tables 13, 17-19, and figures 7-9.)

Prices paid, 55.9 cents a dozen, were moderately higher. The typical buyer spent \$1.07 a month for them, the same as a year earlier. In comparison, he spent \$1.19 for chilled orange juice and \$1.37 for frozen concentrated orange juice.

### Use of Grapefruit Increases



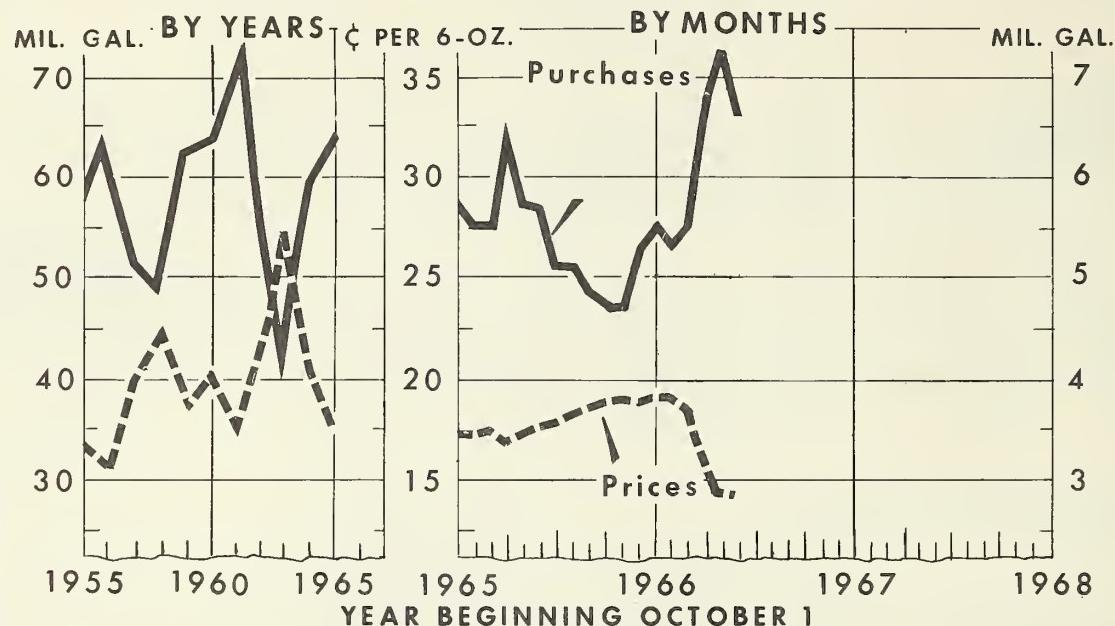
More buyers, together with a larger size of purchase brought about an increase of 8 percent--3.2 million dozen--in consumer use of fresh grapefruit over January-March 1966. (See tables 14, 17-19, and figures 7-9.)

Purchases averaged 11.1 grapefruit per month among the 26 percent of families that bought. Size of purchase compared favorably with earlier years, but the proportion of families buying was off several points from levels that prevailed in most of the 1950s.

January-March prices at 92 cents a dozen were down 15 percent from a year earlier and were the lowest reported in several years. The season's purchase of grapefruit were up 6 percent--3.7 million dozen--from corresponding months of 1965/66. Prices were lower, however, and cumulative expenditures were off moderately.

THIS IS THE  
FINAL QUARTERLY  
REPORT

# FROZEN CONCENTRATED ORANGE JUICE: CONSUMER PURCHASES AND PRICES PAID<sup>A</sup>



<sup>A</sup>REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U.S. DEPARTMENT OF AGRICULTURE

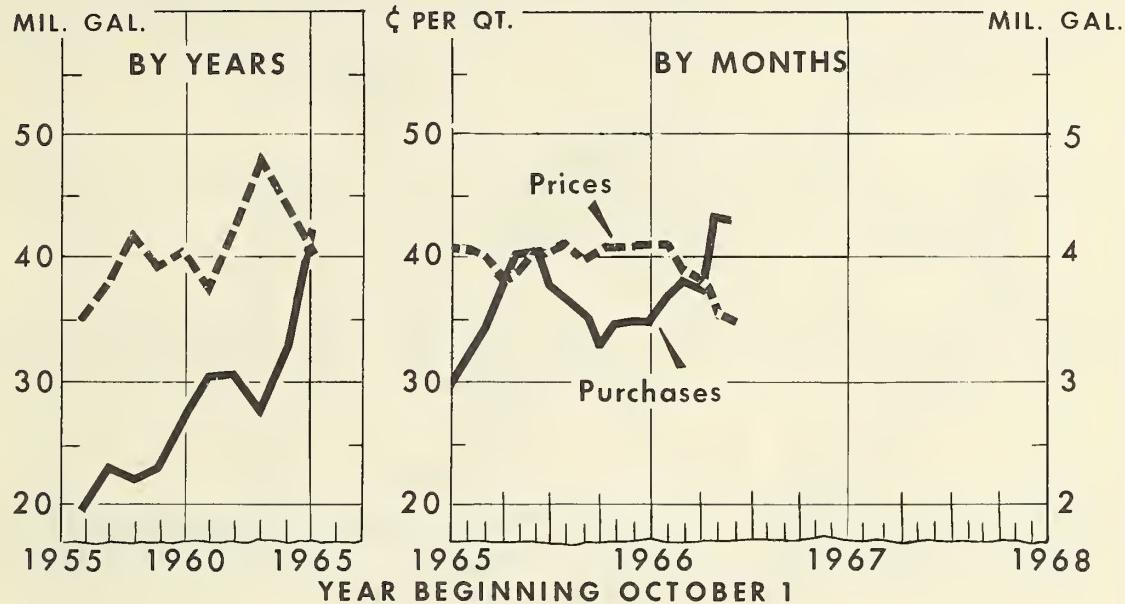
Fig. 1 NEG. ERS 2537-67 (3) ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61 and October 1965 to date

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	Average : 1957-61 : 1965/66 : 1966/67 : 1965/66 : 1966/67 : 1965/66 : 1966/67 : 1957-61 : 1965/66 : 1966/67									
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	5,675	5,455	26.0	25.4	47.9	46.6	19.7	17.3	19.2
Nov.	4,970	5,519	5,335	26.2	25.0	46.3	46.1	19.9	17.3	19.2
Dec.	4,996	5,507	5,467	25.4	24.6	48.2	47.9	19.6	17.5	18.7
Oct.-Dec.	15,077	16,701	16,257	25.9	25.0	47.5	46.9	19.7	17.4	19.0
Jan.	5,312	6,401	6,930	27.0	27.2	51.9	54.7	19.6	16.7	16.1
Feb.	5,207	5,744	7,205	25.5	28.1	49.6	55.2	19.6	17.1	14.5
Mar.	5,172	5,709	6,642	25.6	26.6	49.0	54.0	19.6	17.8	14.4
Jan.-Mar.	15,691	17,854	20,777	26.0	27.3	50.2	54.6	19.6	17.2	15.0
Apr.	5,147	5,072		24.3		46.0		19.3	18.0	
May	4,941	5,057		23.7		46.7		19.3	18.3	
June	4,740	4,819		22.9		46.1		19.5	18.8	
Apr.-June	14,828	14,948		23.6		46.3		19.4	18.4	
July	4,601	4,710		22.7		45.4		19.6	19.0	
Aug.	4,580	4,723		22.9		45.1		19.8	19.1	
Sept.	5,111	5,229		24.2		47.0		19.6	19.0	
July-Sept.	14,292	14,662		23.3		45.8		19.7	19.0	
48 weeks	59,888	64,165		24.7		47.4		19.6	17.9	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks.

# CHILLED ORANGE JUICE: CONSUMER PURCHASES AND PRICES PAID<sup>A</sup>



<sup>A</sup> REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

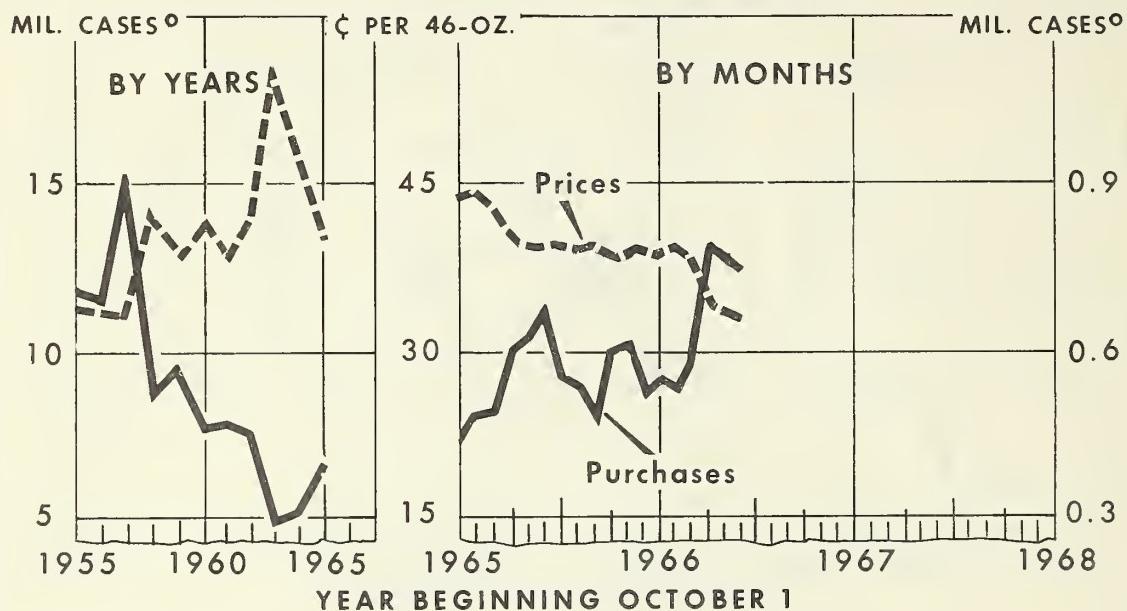
Fig. 2 NEG. ERS 2538-67 (3) ECONOMIC RESEARCH SERVICE

Table 2---CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61, and October 1965 to date

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	Average : 1957-61			1965/66: 1966/67: 1965/66: 1966/67: 1965/66: 1966/67:		Average : 1957-61 : 1965/66 : 1966/67				
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,000 1,950	1,000 3,004	1,000 3,465	6.6 6.8	6.8 6.8	99.1 110.9	110.9 110.0	39.7 40.2	40.9 40.6	41.0 40.8
Nov.	2,017	3,219	3,681	6.8	7.3	105.6	110.0	40.2	40.6	40.8
Dec.	1,911	3,494	3,831	7.1	7.8	107.5	106.6	40.0	40.1	38.3
Oct.-Dec.	5,878	9,717	10,977	6.8	7.3	104.1	109.2	40.0	40.5	40.0
Jan.	2,098	3,774	3,755	7.8	7.8	105.8	104.4	39.1	38.2	37.0
Feb.	2,288	4,009	4,329	8.0	8.6	110.5	108.0	38.7	38.8	34.7
Mar.	2,267	4,059	4,308	8.2	8.4	108.2	110.6	39.6	40.1	34.3
Jan.-Mar.	6,653	11,842	12,392	8.0	8.3	108.2	107.7	39.1	39.1	35.3
Apr.	2,239	3,744		7.4		111.5		39.3	40.1	
May	2,339	3,662		7.0		114.3		38.7	41.1	
June	2,291	3,508		7.0		110.0		38.3	39.8	
Apr.-June	6,869	10,914		7.1		111.9		38.8	40.3	
July	2,064	3,283		6.9		104.2		39.1	40.9	
Aug.	1,901	3,463		6.9		109.8		39.6	40.9	
Sept.	1,974	3,471		7.2		105.4		39.6	41.0	
July-Sept.	5,939	10,217		7.0		106.5		39.4	40.9	
48 weeks	25,339	42,690		7.2		107.7		39.3	40.2	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks.

# CANNED SINGLE-STRENGTH ORANGE JUICE: CONSUMER PURCHASES AND PRICES PAID<sup>△</sup>



<sup>△</sup> REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

<sup>○</sup> EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539-67 (3) ECONOMIC RESEARCH SERVICE

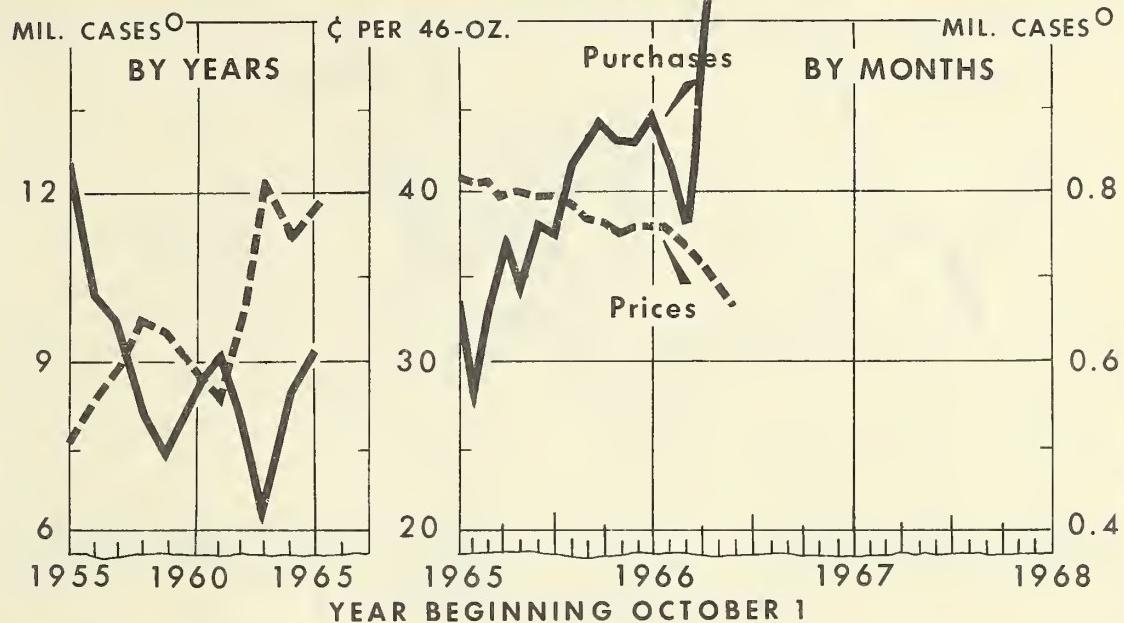
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61 and October 1965 to date

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	: 1965/66:	: 1966/67:	: 1965/66:	: 1966/67:	: 1965/66:	: 1966/67:	Average : 1957-61	: 1965/66:	: 1966/67:
Oct.	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	443	552	3.8	4.9	87.3	83.0	37.8	43.9	38.8
Nov.	808	475	534	4.2	4.5	83.9	86.9	37.7	44.4	39.6
Dec.	754	494	586	4.3	4.8	85.6	87.9	38.1	42.8	38.8
Oct.-Dec.	2,414	1,412	1,672	4.1	4.7	85.6	85.9	37.9	43.7	39.1
Jan.	892	607	786	4.9	5.5	93.3	104.8	37.0	40.3	34.5
Feb.	909	626	771	5.1	5.3	94.0	105.1	37.5	39.3	34.4
Mar.	915	667	735	5.2	5.2	94.8	101.8	37.5	39.4	33.5
Jan.-Mar.	2,716	1,900	2,292	5.1	5.3	94.0	103.9	37.3	39.7	34.1
Apr.	881	548		4.6		89.2		37.8	39.7	
May	838	543		4.5		91.0		37.9	39.3	
June	806	478		4.0		89.8		37.7	39.9	
Apr.-June	2,525	1,569		4.4		90.0		37.8	39.6	
July	764	595		4.8		94.3		38.5	38.6	
Aug.	708	616		4.6		98.9		39.0	38.4	
Sept.	709	515		4.3		89.0		39.9	39.3	
July-Sept.	2,181	1,726		4.6		94.1		39.1	38.7	
48 weeks	9,836	6,607		4.5		90.9		38.0	40.3	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

# CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: CONSUMER PURCHASES AND PRICES PAID<sup>△</sup>



<sup>△</sup> REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

<sup>○</sup>EQUIVALENT 24 NO. 2'S 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4 NEG. ERS 2540-67 (3) ECONOMIC RESEARCH SERVICE

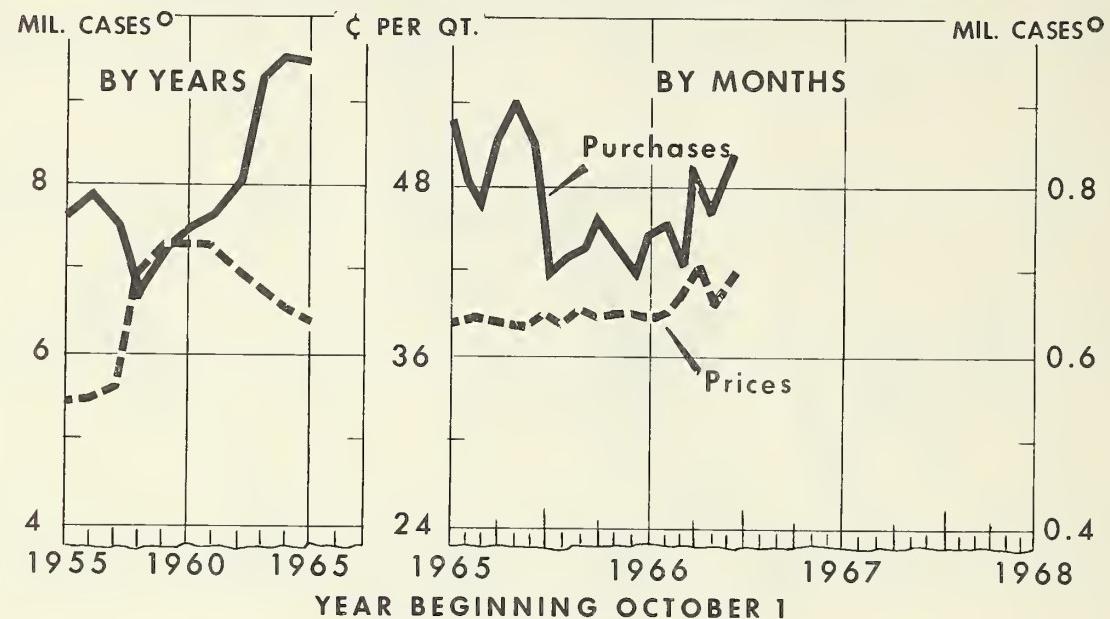
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61 and October 1965 to date

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1957-61 : 1965/66 : 1966/67			: 1965/66 : 1966/67		: 1965/66 : 1966/67		: Average : 1957-61 : 1965/66 : 1966/67		
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	674	892	5.0	6.0	101.5	109.0	30.3	40.7	38.1
Nov.	683	569	826	4.3	5.1	99.4	118.6	30.7	40.4	38.2
Dec.	643	650	759	4.6	4.9	106.5	115.9	30.4	40.6	37.3
Oct.-Dec.	2,098	1,893	2,477	4.6	5.3	102.5	114.5	30.5	40.6	37.9
Jan.	755	739	1,004	5.0	6.4	109.9	116.3	30.1	39.7	35.1
Feb.	715	689	1,106	5.0	6.6	102.7	123.7	30.4	40.0	34.1
Mar.	738	759	1,053	5.2	6.2	110.4	123.0	30.1	39.9	33.1
Jan.-Mar.	2,208	2,187	3,163	5.1	6.4	107.7	121.0	30.2	39.9	34.1
Apr.	793	748		5.4		102.7		29.1	39.9	
May	781	834		5.6		114.3		28.9	39.3	
June	714	864		5.6		114.5		29.2	38.5	
Apr.-June	2,288	2,446		5.5		110.5		29.1	39.2	
July	632	875		5.6		114.5		30.3	38.2	
Aug.	683	864		5.4		118.8		29.9	37.6	
Sept.	663	861		5.9		109.0		30.3	38.0	
July-Sept.	1,978	2,600		5.6		114.1		30.2	37.9	
48 weeks	8,572	9,126		5.2		108.7		30.0	39.3	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

# PRUNE JUICE: CONSUMER PURCHASES AND PRICES PAID<sup>△</sup>



<sup>△</sup> REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

<sup>○</sup> EQUIVALENT 24 NO. 2<sup>8</sup>S 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5 NEG. ERS 2541-67 (3) ECONOMIC RESEARCH SERVICE

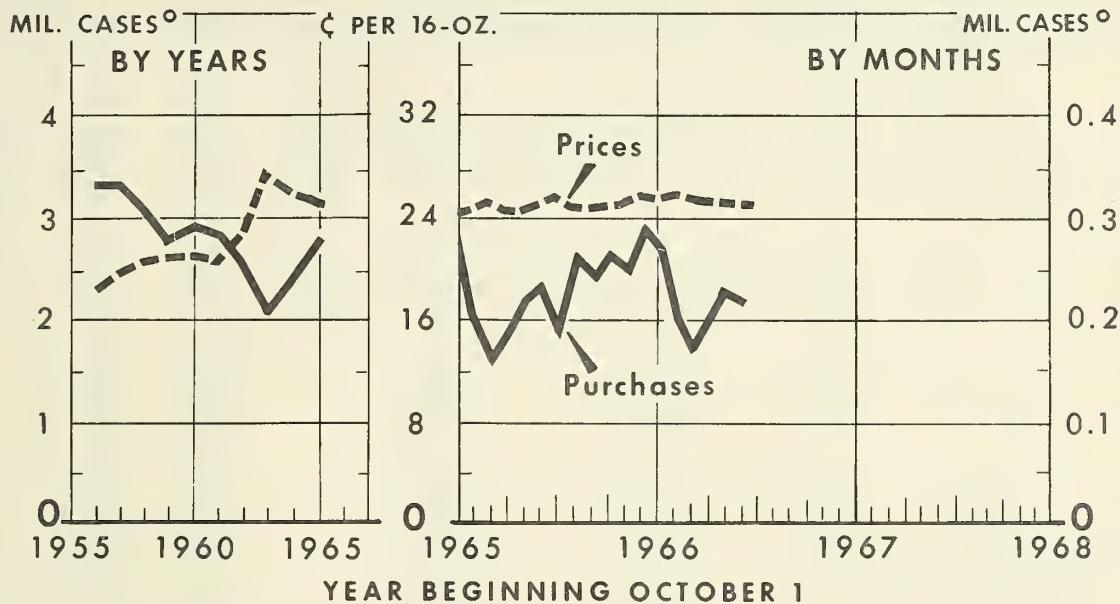
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61 and October 1965 to date

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	Average	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1957-61	1965/66	1966/67
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	883	750	8.1	7.3	82.2	75.7	39.9	38.1	38.7
Nov.	598	810	759	7.6	7.1	80.9	79.4	40.5	38.8	39.1
Dec.	599	775	713	7.4	6.5	79.0	80.3	40.8	39.1	40.5
Oct.-Dec.	1,829	2,468	2,222	7.7	7.0	80.7	78.5	40.4	38.6	39.4
Jan.	652	865	828	7.9	7.5	81.0	80.8	40.9	38.5	41.3
Feb.	653	911	786	8.5	7.5	80.0	77.6	41.4	38.0	40.1
Mar.	654	863	844	8.3	7.5	78.6	82.2	41.5	38.2	41.4
Jan.-Mar.	1,959	2,639	2,458	8.2	7.5	79.9	80.2	41.3	38.2	41.0
Apr.	602	697		6.7		78.0		41.7	39.0	
May	607	725		6.7		80.9		41.8	38.1	
June	600	732		6.6		80.9		41.7	39.3	
Apr.-June	1,809	2,154		6.7		79.9		41.7	38.8	
July	571	773		7.1		80.8		41.7	38.9	
Aug.	569	728		6.6		80.4		41.6	39.0	
Sept.	602	698		6.2		83.1		41.7	39.0	
July-Sept.	1,742	2,199		6.6		81.4		41.7	39.0	
48 weeks	7,339	9,460		7.3		80.5		41.3	38.6	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks.

Equivalent cases 24 No. 2 cans... 432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS: CONSUMER PURCHASES AND PRICES PAID<sup>△</sup>



△ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2<sup>1/2</sup> 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6 NEG. ERS 2542-67 (3) ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61 and October 1965 to date

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	Average :	1965/66:	1966/67:	1965/66:	1966/67:	1965/66:	1966/67:	1957-61:	1965/66:	1966/67:
1957-61	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	280	267	4.0	4.0	58.2	54.1	20.0	24.4	25.6
Nov.	249	205	201	3.4	3.2	50.5	52.1	20.3	24.8	25.8
Dec.	192	164	166	2.9	2.7	46.9	50.9	20.5	25.1	25.4
Oct.-Dec.	752	649	634	3.4	3.3	51.9	52.4	20.3	24.7	25.6
Jan.	245	194	204	3.3	3.0	48.9	56.0	20.2	24.5	24.4
Feb.	239	216	228	3.6	3.1	49.2	59.3	20.2	24.4	24.3
Mar.	225	229	211	3.4	2.8	55.4	60.4	20.4	25.2	24.4
Jan.-Mar.	709	639	643	3.4	3.0	51.2	58.6	20.3	24.7	24.4
Apr.	227	187		3.0		51.0		20.3	25.6	
May	233	257		3.9		54.7		20.4	24.8	
June	255	243		3.8		53.4		20.5	24.7	
Apr.-June	715	687		3.6		53.0		20.4	25.0	
July	264	257		3.7		57.4		20.7	25.0	
Aug.	253	253		3.8		54.7		20.4	25.3	
Sept.	284	285		3.8		62.5		20.4	25.7	
July-Sept.	801	795		3.8		58.2		20.5	25.3	
48 weeks	2,977	2,770		3.6		53.6		20.4	25.0	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks.  
Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, October 1964 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can			
	1964/65	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1964/65	1965/66	1966/67
Oct.	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
cases	4,545	4,343	4,587	30.9	31.2	104.0	107.5	31.9	31.3	30.6
Nov.	4,563	4,362	4,402	32.2	31.7	101.0	101.2	32.3	31.6	30.9
Dec.	4,368	4,321	4,412	32.8	32.5	97.5	98.6	32.9	32.5	31.2
Oct.-Dec.	13,476	13,026	13,401	32.0	31.8	100.8	102.4	32.4	31.8	30.9
Jan.	4,661	4,644	4,401	33.9	32.4	102.4	99.1	32.2	31.4	31.6
Feb.	4,622	4,658	4,451	33.3	32.0	104.2	100.9	32.0	31.9	30.7
Mar.	4,736	4,790	4,698	34.2	32.5	104.2	105.1	31.8	32.2	30.8
Jan.-Mar.	14,019	14,092	13,550	33.8	32.3	103.6	101.7	32.0	31.8	31.0
Apr.	4,617	4,686		33.6		103.1		32.0	31.5	
May	4,436	4,554		33.1		101.5		31.9	31.7	
June	4,177	4,593		32.7		104.0		32.3	31.0	
Apr.-June	13,230	13,833		33.1		102.9		32.1	31.4	
July	3,854	4,300		31.6		99.5		32.6	31.3	
Aug.	3,899	4,319		30.5		104.8		32.3	30.2	
Sept.	4,382	4,361		30.8		104.8		31.3	30.1	
July-Sept.	12,135	12,980		31.0		103.0		32.0	30.5	
48 weeks	52,860	53,931		32.5		102.6		32.1	31.4	

Table 8.--MISCELLANEOUS FROZEN CONCENTRATED JUICES: Consumer purchases, percentage of families buying, purchases per buying family and prices paid, October 1964 to date 3/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can			
	1964/65	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1964/65	1965/66	1966/67
Oct.	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
gallons	905	906	912	6.5	6.0	31.2	33.1	21.1	19.8	18.7
Nov.	823	865	770	6.4	5.4	30.2	31.1	21.7	19.3	
Dec.	725	846	764	6.2	5.3	30.9	30.1	21.8	19.6	19.4
Oct.-Dec.	2,453	2,617	2,446	6.4	5.6	30.8	31.4	21.5	19.6	19.1
Jan.	976	947	915	6.6	6.4	32.0	31.6	20.9	18.7	18.5
Feb.	917	1,081	806	7.1	5.3	33.4	32.7	20.8	18.2	18.5
Mar.	1,033	918	789	6.6	5.4	31.1	32.4	20.4	19.2	18.8
Jan.-Mar.	2,926	2,946	2,510	6.8	5.7	32.2	32.2	20.7	18.7	18.6
Apr.	930	860		6.5		29.3		20.2	18.6	
May	952	810		5.6		32.2		20.2	19.3	
June	809	825		6.3		29.8		20.0	19.2	
Apr.-June	2,691	2,495		6.1		30.4		20.1	19.0	
July	823	811		5.6		31.8		18.6	18.9	
Aug.	814	798		5.5		31.9		18.7	19.1	
Sept.	802	926		6.4		31.9		19.3	18.7	
July-Sept.	2,439	2,535		5.8		31.9		18.9	18.9	
48 weeks	10,509	10,593		6.3		31.2		20.3	19.0	

1/ Includes citrus blends, and canned juices other than orange, grapefruit and prune. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 3/ Includes citrus blends, and frozen concentrated juices other than orange.

Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

Table 9.--TOTAL FROZEN CONCENTRATED FRUIT JUICES, AND FRUIT DRINKS: Consumer purchases and prices paid, October 1964 to date

Period 1/	Total frozen concentrated juices					Total frozen concentrated fruit drinks				
	Purchases			Prices paid per		Purchases			Prices paid per	
				6-ounce can					6-ounce can	
	1964/65	1965/66	1966/67	1965/66	1966/67	1964/65	1965/66	1966/67	1965/66	1966/67
Oct.	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents
Oct.	5,274	6,581	6,367	17.6	19.1	1,225	964	720	12.0	11.6
Nov.	4,913	6,384	6,105	17.6	19.2	1,020	799	636	12.6	12.0
Dec.	4,888	6,353	6,231	17.8	18.8	782	754	597	12.9	12.7
Oct.-Dec.	15,075	19,318	18,703	17.7	19.0	3,027	2,517	1,953	12.5	12.1
Jan.	6,052	7,348	7,845	17.0	16.4	882	671	610	12.8	12.1
Feb.	5,963	6,825	8,011	17.3	14.9	782	636	602	12.9	12.3
Mar.	5,964	6,627	7,431	18.0	14.9	915	663	603	12.2	12.3
Jan.-Mar.	17,979	20,800	23,287	17.4	15.4	2,579	1,970	1,815	12.6	12.2
Apr.	6,283	5,932		18.1		1,212	927		12.1	
May	6,057	5,867		18.4		2,783	1,921		10.6	
June	5,853	5,644		18.9		3,018	3,041		10.4	
Apr.-June	18,193	17,443		18.5		7,013	5,889		10.7	
July	5,624	5,521		19.0		3,212	3,855		10.1	
Aug.	5,750	5,521		19.1		2,922	2,604		10.4	
Sept.	6,398	6,155		19.0		1,767	1,608		10.6	
July-Sept.	17,772	17,197		19.0		7,901	8,067		10.3	
48 weeks	69,019	74,758		18.1		20,520	18,443		11.0	

Table 10.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, October 1964 to date 2/

Period 1/	Total purchases					Proportion of families buying					Purchase per buying family		Prices paid per 32-ounce jar	
				Percent	Percent	Ounces	Ounces	Cents	Cents	Cents				
	1964/65	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1964/65	1965/66	1966/67	1965/66	1966/67		
Oct.	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents				
Oct.	227	278	284	1.2	1.4	51.4	44.0	74.2	65.9	70.1				
Nov.	279	332	349	1.5	1.4	50.8	54.8	72.7	67.2	66.7				
Dec.	256	384	339	1.7	1.7	51.7	45.2	72.1	66.8	64.5				
Oct.-Dec.	762	994	972	1.5	1.5	51.3	48.0	72.9	66.7	66.9				
Jan.	290	321	290	1.6	1.3	45.4	48.9	68.4	62.7	66.3				
Feb.	314	318	284	1.6	1.4	45.2	46.4	66.9	66.2	64.7				
Mar.	323	262	296	1.3	1.4	45.6	46.7	66.6	68.3	64.0				
Jan.-Mar.	927	901	870	1.5	1.4	45.4	47.3	67.3	65.6	65.0				
Apr.	308	273		1.4		44.1			67.2	67.5				
May	251	291		1.4		47.4			66.1	67.0				
June	299	283		1.6		39.9			69.2	68.5				
Apr.-June	858	847		1.5		43.8			67.5	67.7				
July	253	281		1.4		45.9			67.9	69.1				
Aug.	240	254		1.4		42.2			68.6	68.3				
Sept.	206	254		1.2		47.7			66.2	70.6				
July-Sept.	699	789		1.3		45.3			67.6	69.3				
48 weeks	3,246	3,531		1.4		46.4			68.8	67.2				

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks. 2/ These estimates, as for all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying, estimates for chilled salads particularly should be used with caution.

Table 11.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1957-61 and October 1965 to date

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	: 1965/66:	: 1966/67:	: 1965/66:	: 1966/67:	: 1965/66:	: 1966/67:	Average : 1957-61	: 1965/66:	: 1966/67:
:	1,000	1,000	1,000							
:	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,343	6,781	39.2	39.8	120.8	124.9	--	36.5	35.0
Nov.	6,495	6,216	6,521	39.9	39.5	116.7	120.7	--	36.5	35.5
Dec.	6,152	6,240	6,470	40.5	39.8	115.0	118.4	--	37.1	35.6
Oct.-Dec.	19,379	18,799	19,772	39.9	39.7	117.5	121.3	--	36.7	35.4
:										
Jan.	6,931	6,855	7,019	42.2	41.2	122.1	124.4	--	36.1	35.7
Feb.	6,940	6,884	7,114	42.1	41.0	122.0	126.2	--	36.4	34.6
Mar.	7,015	7,079	7,330	42.5	41.5	124.0	128.3	--	36.5	34.7
Jan.-Mar.	20,886	20,818	21,463	42.3	41.2	122.7	126.3	--	36.3	35.0
:										
Apr.	6,875	6,679		41.7		119.0		--	35.7	
May	6,817	6,656		41.1		121.2		--	35.8	
June	6,454	6,667		40.4		122.8		--	35.4	
Apr.-June	20,146	20,002		41.1		121.0		--	35.6	
:										
July	6,013	6,543		39.9				--	35.8	
Aug.	5,892	6,527		38.3				--	34.8	
Sept.	5,995	6,435		38.4				--	34.7	
July-Sept.	17,900	19,505		38.9				--	35.1	
:										
48 weeks	78,311	79,124		40.5				--	35.9	
:										

Table 12.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, average 1959-61 and October 1965 to date.

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1959-61	: 1965/66:	: 1966/67:	: 1965/66:	: 1966/67:	: 1965/66:	: 1966/67:	Average : 1959-61	: 1965/66:	: 1966/67:
:	1,000	1,000	1,000							
:	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	4,435	5,171	21.1	23.1	156.8	164.8	32.0	30.2	29.0
Nov.	2,577	3,967	5,205	20.3	23.0	146.4	167.1	32.8	30.7	29.0
Dec.	2,635	4,155	4,920	20.7	22.8	149.5	158.8	32.3	31.0	29.7
Oct.-Dec.	8,070	12,557	15,296	20.7	23.0	150.9	163.6	32.4	30.6	29.2
:										
Jan.	3,235	4,938	5,385	22.5	23.3	162.8	170.4	31.8	30.1	29.2
Feb.	3,362	4,920	4,997	22.8	22.2	163.2	166.6	31.9	30.0	29.4
Mar.	3,408	5,521	4,912	23.9	21.6	173.1	167.9	31.7	29.9	29.6
Jan.-Mar.	10,005	15,379	15,294	23.1	22.4	166.4	168.3	31.8	30.0	29.4
:										
Apr.	3,558	5,699		25.5		165.6		31.7	29.8	
May	3,758	5,784		25.1		171.6		31.7	29.7	
June	4,027	6,070		25.9		174.6		31.3	29.6	
Apr.-June	11,343	17,553		25.5		170.6		31.6	29.7	
:										
July	4,007	6,592		26.5		183.0		30.8	29.0	
Aug.	3,486	6,284		26.0		178.9		31.1	28.6	
Sept.	3,233	5,376		23.2		172.1		31.5	29.3	
July-Sept.	10,726	18,252		25.2		178.0		31.1	29.0	
:										
48 weeks	40,144	63,741		23.6		166.5		31.7	29.7	
:										

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks.  
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 13.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, October 1964 to date

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per dozen		
	1964/65	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1964/65	1965/66	1966/67
Oct.	1,000 dozen	1,000 dozen	1,000 dozen	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	13,527	16,556	13,250	18.0	15.7	19.2	17.2	67.1	60.5	66.8
Nov.	22,962	25,270	26,895	27.0	28.5	19.5	19.3	56.4	50.3	52.0
Dec.	41,422	38,840	42,220	36.7	39.0	22.0	22.1	58.7	51.6	52.2
Oct.-Dec.	77,911	80,666	82,365	27.2	27.7	20.2	19.5	59.5	53.0	54.5
Jan.	40,496	45,533	40,241	39.6	36.7	23.8	22.4	59.9	52.2	55.2
Feb.	43,868	47,275	44,317	41.4	39.7	23.7	22.8	61.4	54.8	55.3
Mar.	44,093	47,838	44,969	39.9	38.7	24.8	23.7	61.5	54.2	57.1
Jan.-Mar.	128,457	140,646	129,527	40.3	38.4	24.1	23.0	61.0	53.8	55.9
Apr.	36,822	40,736		35.6		23.6		63.1	57.4	
May	30,349	33,480		30.9		22.4		63.9	60.4	
June	20,502	21,658		22.1		20.2		63.7	60.8	
Apr.-June	87,673	95,874		29.5		22.1		63.5	59.2	
July	13,396	13,401		14.9		18.5		61.6	61.9	
Aug.	11,506	11,140		12.2		18.7		62.8	64.3	
Sept.	11,610	12,396		13.3		19.2		64.0	64.0	
July-Sept.	36,512	36,937		13.5		18.8		62.7	63.3	
48 weeks	330,553	354,123		27.6		21.3		61.5	56.1	
:	:	:	:	:	:	:	:	:	:	:

Table 14.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and prices paid, October 1964 to date

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per dozen		
	1964/65	1965/66	1966/67	1965/66	1966/67	1965/66	1966/67	1964/65	1965/66	1966/67
Oct.	1,000 dozen	1,000 dozen	1,000 dozen	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	4,661	6,516	5,127	20.1	15.5	6.7	6.8	131.6	122.0	123.1
Nov.	10,612	10,196	11,125	24.2	24.4	8.8	9.3	111.0	106.5	101.2
Dec.	11,334	10,757	11,710	22.4	22.5	10.0	10.6	109.7	102.6	95.6
Oct.-Dec.	26,607	27,469	27,962	22.2	20.8	8.5	8.9	114.1	108.6	102.9
Jan.	14,300	13,053	13,720	26.0	26.4	10.4	10.6	100.6	103.8	92.4
Feb.	14,514	13,154	15,296	25.6	27.0	10.6	11.5	98.9	111.0	90.1
Mar.	15,201	13,556	13,971	25.7	25.1	10.9	11.3	100.4	109.7	93.7
Jan.-Mar.	44,015	39,763	42,987	25.8	26.2	10.6	11.1	100.0	108.2	92.0
Apr.	12,464	10,808		22.0		10.2		108.0	118.4	
May	7,203	6,975		16.3		8.8		123.2	138.8	
June	3,437	3,762		9.9		7.8		137.2	147.2	
Apr.-June	23,104	21,545		16.1		8.9		117.1	130.0	
July	1,613	1,654		4.8		7.0		140.5	149.1	
Aug.	1,059	1,414		4.1		7.1		154.2	150.7	
Sept.	1,006	1,027		3.4		6.1		155.0	160.0	
July-Sept.	3,678	4,095		4.1		6.7		148.4	152.4	
48 weeks	97,404	92,872		17.0		8.7		109.7	115.3	
:	:	:	:	:	:	:	:	:	:	:

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, reporting year includes 48 weeks.

Table 15.--Equivalent single-strength purchases of orange and grapefruit juices, other juices, and fruit drinks, October 1965 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Frozen concentrated fruit drinks			Total all products		
	1965/66 cases	1,000 cases	Pct.	1,000 cases	1,000 cases	Pct.	1,000 cases	1,000 cases	Pct.	1,000 cases	1,000 cases	Pct.	1965/66 cases	1966/67 cases	Change
Monthly															
Oct.	8,732	8,935	+2.3	6,300	6,418	+1.9	4,435	5,171	+16.6	1,287	969	-24.7	20,754	21,193	+3.6
Nov.	8,538	8,773	+2.8	6,197	6,073	-2.0	3,967	5,205	+31.2	1,064	859	-19.3	19,766	20,910	+5.8
Dec.	8,705	8,958	+2.9	6,099	6,030	-1.1	4,155	4,920	+18.4	1,002	808	-19.4	19,961	20,716	+3.8
Oct-Dec.	25,975	26,666	+2.7	18,596	18,521	-0.4	12,557	15,296	+21.8	3,353	2,636	-21.4	60,481	63,119	+4.4
Jan.	10,019	11,115	+10.6	6,631	6,313	-4.8	4,938	5,385	+9.1	892	826	-7.4	22,510	23,639	+5.0
Feb.	9,310	11,698	+25.6	6,850	6,192	-9.6	4,920	4,997	+1.6	846	815	-3.7	21,926	23,702	+8.1
Mar.	9,394	10,935	+16.4	6,742	6,477	-3.9	5,521	4,912	-11.0	888	815	-8.2	22,545	23,139	+2.6
Jan-Mar.	28,753	33,748	+17.4	20,223	18,982	-6.1	15,379	15,294	-0.6	2,626	2,456	-6.5	66,981	70,480	+5.2
Apr.	8,445			6,402			5,699			1,249			21,765		
May	8,155			6,239			5,784			2,630			23,108		
June	8,092			6,303			6,070			4,191			24,656		
Apr-June	24,962			18,944			17,553			8,070			69,529		
July	8,024			6,034			6,592			5,332			25,982		
Aug.	8,103			5,993			6,284			3,591			23,971		
Sep.	8,600			6,156			5,376			2,214			22,346		
July-Sept.	24,727			18,183			18,252			11,137			72,299		
Cumulative															
Oct.	8,732	8,935	+2.3	6,300	6,418	+1.9	4,435	5,171	+16.6	1,287	969	-24.7	20,754	21,493	+3.6
Nov.	17,270	17,708	+2.5	12,497	12,491	-0.1	8,402	10,376	+23.5	2,351	1,828	-22.2	40,520	42,403	+4.6
Dec.	25,975	26,666	+2.7	18,596	18,521	-0.4	12,557	15,296	+21.8	3,353	2,636	-21.4	60,481	63,119	+4.4
Jan.	36,024	37,781	+4.9	25,227	24,834	-1.6	17,495	20,681	+18.2	4,245	3,462	-18.4	82,991	86,758	+4.5
Feb.	45,334	49,479	+9.1	32,077	31,026	-3.3	22,415	25,678	+14.6	5,091	4,277	-16.0	104,917	110,460	+5.3
Mar.	54,728	60,414	+10.4	38,819	37,503	-3.4	27,936	30,590	+9.5	5,092	5,092	-14.8	127,462	133,599	+4.8
Apr.	63,143			45,221			33,635			7,228			119,227		
May	71,598			51,460			39,419			9,898			172,335		
June	79,690			57,763			45,489			14,019			196,991		
July	87,714			63,797			52,081			19,381			222,973		
Aug.	95,817			69,790			58,365			22,972			216,944		
Sept.	104,417			75,946			63,741			25,186			269,290		

1/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1; frozen concentrated fruit drinks, marketed at various concentrations, approximately 4.5 to 1, since the product mix, which varies widely by season, is not known. 2/ 4 weeks (28 days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled, and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 16.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1965 to date 1/

Month and year 2/ :	Frozen concentrated juices 3/			Chilled orange juice			Canned single-strength juices			Frozen concen- trated fruit drinks			
	Orange	Misc.	Average	Orange	Grape- fruit	Prune	Misc.	Average	Fruit	Drinks	Cent	Cent	Cent
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1965/66													
October	4.3	5.0	4.4	7.7	5.7	5.3	7.1	4.1	4.8	3.9	2.7	2.7	4.4
November	4.3	4.8	4.4	7.6	5.8	5.3	7.3	4.1	4.8	4.0	2.8	2.9	4.5
December	4.4	4.9	4.4	7.5	5.6	5.3	7.3	4.2	4.8	4.0	2.9	2.7	4.6
January	4.2	4.7	4.2	7.2	5.3	5.2	7.2	4.1	4.7	3.9	2.9	2.9	4.4
February	4.3	4.6	4.3	7.3	5.1	5.2	7.1	4.2	4.8	3.9	2.9	2.7	4.5
March	4.4	4.8	4.5	7.5	5.1	5.2	7.2	4.2	4.8	3.9	2.7	2.7	4.5
April	4.5		4.5	7.5	5.2	5.2	7.3	4.1	4.6	3.9	2.7	2.7	4.4
May	4.6	4.8	4.6	7.7	5.1	5.1	7.1	4.1	4.7	3.9	2.3	2.3	4.3
June	4.7	4.8	4.7	7.5	5.2	5.0	7.4	4.0	4.6	3.9	2.2	2.2	4.2
July	4.8	4.7	4.8	7.7	5.0	5.0	7.3	4.1	4.7	3.8	2.2	2.2	4.1
August	4.8	4.8	4.8	7.7	5.0	4.9	7.3	3.9	4.5	3.7	2.2	2.2	4.2
September	4.8	4.7	4.8	7.7	5.1	5.0	7.3	3.9	4.5	3.8	2.3	2.3	4.4
Season	4.5	4.8	4.5	7.5	5.2	5.1	7.2	4.1	4.7	3.9	2.4	2.4	4.9
1966/67													
October	4.8	4.7	4.8	7.7	5.1	5.0	7.3	4.0	4.6	3.8	2.6	2.6	4.5
November	4.8	4.8	4.8	7.6	5.2	5.0	7.3	4.0	4.6	3.8	2.6	2.6	4.6
December	4.7	4.8	4.7	7.2	5.1	4.9	7.6	4.1	4.6	3.9	2.8	2.8	4.6
January	4.6	4.6	4.1	6.9	4.5	4.6	7.8	4.1	4.7	3.8	2.6	2.6	4.3
February	3.6	4.6	3.7	6.5	4.5	4.4	7.5	4.0	4.5	3.8	2.7	2.7	4.1
March	3.6	4.7	3.7	6.4	4.4	4.3	7.8	4.0	4.5	3.9	2.7	2.7	4.1
April													
May													
June													
July													
August													
September													
Season													

1/ Based on prices paid per specified unit: Frozen concentrated juices and fruit drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4 weeks (28 days) per month; 48 weeks per season. 3/ Frozen concentrated juices converted to ready-to-drink basis at 4 to 1; frozen concentrated fruit drinks approximately 4.5 to 1. See table 15. 4/ Includes citrus blends.

Table 17.--Expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1965 to date 1/

Month and year 2/ Orange	Frozen concentrated juices	Chilled orange juice	Canned single-strength juices			Canned single- strength fruit drinks			Canned chilled citrus salads			Fresh oranges salads		
	Misc.	Orange	Grapefruit	Prune	Misc.	All	Canned grapefruit sections	Canned single- strength fruit	Chilled citrus salads	Fresh oranges	Fresh grapefruit			
	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.
1965/66														
October	1.38	1.03	1.27	0.83	0.90	0.98	0.71	0.96	1.03	0.89	1.06	0.97	0.68	
November	1.34	.97	1.34	.81	.87	.98	.70	.93	.98	.78	1.07	.81	.78	
December	1.41	1.01	1.35	.80	.94	.97	.69	.93	1.01	.74	1.08	.94	.85	
January	1.44	1.00	1.26	.82	.95	.97	.70	.96	1.07	.75	.89	1.03	.90	
February	1.41	1.01	1.34	.80	.89	.95	.72	.96	1.06	.75	.93	1.09	.98	
March	1.45	.99	1.36	.81	.96	.94	.73	.99	1.12	.87	.97	1.12	1.00	
April	1.38	.91	1.40	.77	.89	.95	.71	.92	1.07	.82	.93	1.13	1.01	
May	1.42	1.04	1.47	.78	.97	.96	.70	.94	1.10	.85	.99	1.13	1.01	
June	1.44	.95	1.37	.78	.96	.99	.70	.95	1.12	.82	.86	1.02	.96	
July	1.44	1.00	1.33	.79	.95	.98	.68	.94	1.15	.90	.99	.95	.86	
August	1.44	1.02	1.40	.83	.97	.98	.69	.95	1.11	.87	.90	1.00	.89	
September	1.49	.99	1.35	.76	.90	1.01	.69	.94	1.10	1.00	1.05	1.02	.82	
Season	1.42	.99	1.35	.80	.93	.97	.70	.95	1.08	.84	.98	1.02	.90	
1966/67														
October	1.49	1.03	1.42	.70	.90	.92	.72	.95	1.04	.87	.97	.96	.70	
November	1.47	1.00	1.40	.75	.99	.97	.68	.93	1.05	.84	1.14	.84	.78	
December	1.49	.97	1.28	.74	.94	1.02	.67	.91	1.02	.81	.91	.96	.84	
January	1.47	.97	1.21	.79	.89	1.04	.68	.96	1.08	.85	1.01	1.03	.81	
February	1.33	1.01	1.17	.78	.92	.97	.67	.95	1.06	.90	.94	1.05	.86	
March	1.30	1.02	1.19	.74	.88	1.06	.70	.97	1.08	.92	.93	1.12	.88	
April														
May														
June														
July														
August														
September														
Season														

1/ Based on prices paid per specified unit: Frozen concentrated juices, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks, and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 18.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1965 to date 1/

Month and year <u>2/</u>	Frozen concentrated juices	Chilled orange juice	Canned single-strength juices	Frozen single- strength fruit	Canned grape- fruit	Chilled citrus salads	Canned fresh oranges	Fresh grape- fruit	Total
	Orange	Misc.	Orange	Grape- fruit	Prune	Misc.	drinks	sections	
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
<u>1965/66</u>									
Oct.	20,944	3,827	4,915	1,826	2,576	4,542	12,766	12,578	2,472
Nov.	20,368	3,561	5,228	1,981	2,159	4,293	12,945	11,437	2,151
Dec.	20,559	3,537	5,604	1,986	2,478	4,091	13,188	12,096	2,072
Jan.	22,804	3,778	5,767	2,297	2,755	4,496	13,695	13,959	1,836
Feb.	20,954	4,197	6,222	2,310	2,588	4,673	13,955	13,862	1,753
March	21,679	3,760	6,511	2,468	2,844	4,490	14,485	15,503	1,726
April	19,476	3,412	6,005	2,043	2,803	3,670	13,862	15,949	2,393
May	19,742	3,335	6,020	2,004	3,078	3,729	13,557	16,133	4,358
June	19,327	3,379	5,585	1,791	3,124	3,884	13,372	16,874	6,765
July	19,091	3,270	5,371	2,157	3,139	4,058	12,640	17,953	8,271
Aug.	19,244	3,252	5,665	2,221	3,051	3,836	12,249	16,878	5,789
Sept.	21,194	3,694	5,692	1,901	3,073	3,677	12,327	14,793	3,628
48 weeks	245,382	43,002	68,585	24,985	33,668	49,349	159,041	178,015	43,214
<u>1966/67</u>									
Oct.	22,343	3,638	5,683	2,011	3,192	3,916	13,182	14,083	1,781
Nov.	21,852	3,170	6,007	1,986	2,963	4,006	12,774	14,176	1,634
Dec.	21,809	3,162	5,569	2,135	2,659	3,897	12,927	13,723	1,614
Jan.	23,802	3,611	5,557	2,547	3,310	4,619	13,061	14,767	1,569
Feb.	22,287	3,181	6,009	2,491	3,542	4,252	12,833	13,797	1,580
March	20,404	3,164	5,911	2,313	3,273	4,716	13,589	13,654	1,545
April									
May									
June									

48 weeks

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen oranges and grapefruit. 2/ 48 weeks (28 days) per month; 48 weeks per season. 3/ Includes citrus blends.

Table 19.—Summary of consumer purchases, proportion of families buying and prices paid for citrus fruits, juices, drinks and other products, January-March 1966 and 1967 1/

Product	Purchases--12 weeks 1/						Average prices paid per unit:						Families buying per month:			Average monthly purchases per buying family:		
	Quantity			Share of market 2/			Jan.-March			Change:			Number:			Quantity:		
	Unit:	Jan.-March	Change:	Unit:	Jan.-March	Change:	Unit:	Jan.-March	Change:	Unit:	Jan.-March	Change:	Jan.-March	Jan.-March	Jan.-March	Jan.-March	Jan.-March	Jan.-March
Juices:																		
Frozen Concentrated:																		
Orange	Gal.: 17,854	20,777	+16.4	31.6	34.9	6-oz.	17.2	15.0	-12.8	26.0	27.3	: 1.8	1.8	50.2	54.6			
Miscellaneous	Gal.: 2,946	2,510	-14.8	5.2	4.2	6-oz.	18.7	18.6	-0.5	6.8	5.7	: 1.7	1.7	32.2	32.2			
Total concentrated	Gal.: 20,800	23,287	+12.0	36.8	39.1	serving:	4.4	3.8	-11.6	---	---	---	---	---	---	---	---	
Chilled Orange	Gal.: 11,842	12,392	+ 4.6	5.2	5.2	32-oz.	39.1	35.3	- 9.7	8.0	8.3	: 2.2	2.1	108.2	107.7			
Canned Single-Strength:																		
Orange	Cases: 1,900	2,292	+20.6	2.8	3.3	46-oz.	39.7	34.1	-14.1	5.1	5.3	: 1.6	1.5	94.0	103.9			
Grapefruit	Cases: 2,187	3,163	+44.6	3.3	4.5	46-oz.	34.1	34.9	-14.5	5.1	6.4	: 1.6	1.6	107.7	121.0			
Prune	Cases: 2,639	2,458	- 6.9	4.0	3.5	32-oz.	38.2	41.0	+ 7.3	8.2	7.5	: 1.7	1.8	79.9	80.2			
Miscellaneous	Cases: 14,092	13,550	- 3.8	21.0	19.2	46-oz.	31.8	31.0	- 2.5	33.8	32.3	: 1.9	1.9	103.6	101.7			
Total canned	Cases: 20,818	21,463	+ 3.1	31.1	30.5	serving:	4.7	4.6	- 3.7	42.3	41.2	: 2.3	2.2	122.7	126.3			
Total orange juices 3/	Cases: 26,566	30,585	+15.1	39.6	43.4	serving:	4.8	4.2	-12.9	---	---	---	---	---	---	---	---	
Total other juices 3/	Cases: 22,410	22,145	- 1.2	33.5	31.4	serving:	4.7	4.6	- 2.2	---	---	---	---	---	---	---	---	
Total all juices 3/	Cases: 48,976	52,730	+ 7.7	73.1	74.8	serving:	4.7	4.3	- 8.4	---	---	---	---	---	---	---	---	
Fruit Drinks:																		
Frozen concentrated	Gal.: 1,970	1,815	- 7.9	3.9	3.5	6-oz.	12.6	12.2	- 3.2	---	---	---	---	---	---	---	---	
Canned single-strength	Cases: 15,379	15,294	- 0.6	23.0	21.7	46-oz.	30.0	29.4	- 2.0	23.1	22.4	: 2.1	2.2	166.4	168.3			
Total fruit drinks 3/	Cases: 18,005	17,750	- 1.4	26.9	25.2	serving:	3.8	3.7	- 2.1	---	---	---	---	---	---	---	---	
Total Juices & Fruit Drinks 3/	Cases: 66,981	70,480	+ 5.2	100.0	100.0	serving:	4.5	4.2	- 6.6	---	---	---	---	---	---	---	---	
Processed Citrus Fruit:																		
Canned grapefruit sections	Cases: 639	643	+ 0.6	---	---	No. 303:	24.7	24.4	- 1.2	3.4	3.0	: 1.4	1.4	51.2	58.6			
Chilled salads & sections	Gal.: 901	870	- 3.4	---	---	32-oz.:	65.6	65.0	- 0.9	1.5	1.4	: 1.4	1.4	45.4	47.3			
Fresh Citrus Fruit:																		
Oranges	Doz.: 140,646	129,527	- 7.9	---	---	Doz.: 53.8	55.9	+ 3.9	40.3	38.4	2.0	: 1.9	1.9	24.1	23.0			
Grapefruit	Doz.: 39,763	42,987	+ 8.1	---	---	Doz.: 108.2	92.0	- 15.0	25.8	26.2	1.8	: 1.8	1.8	31.9	33.4			

1/ Includes a 4-week period in each of the 3 months. 2/ Based on single-strength equivalent purchases. 3/ Includes single-strength equivalent of frozen concentrates; juices converted at 4 to 1; drinks approximately at 4.5 to 1 since purchase details are not available. Cases equivalent to 24 No. 2 cans ... 432 ounces, except 480 ounces for canned grapefruit sections; servings are 6-ounce.

## CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dazens of Fresh Fruit

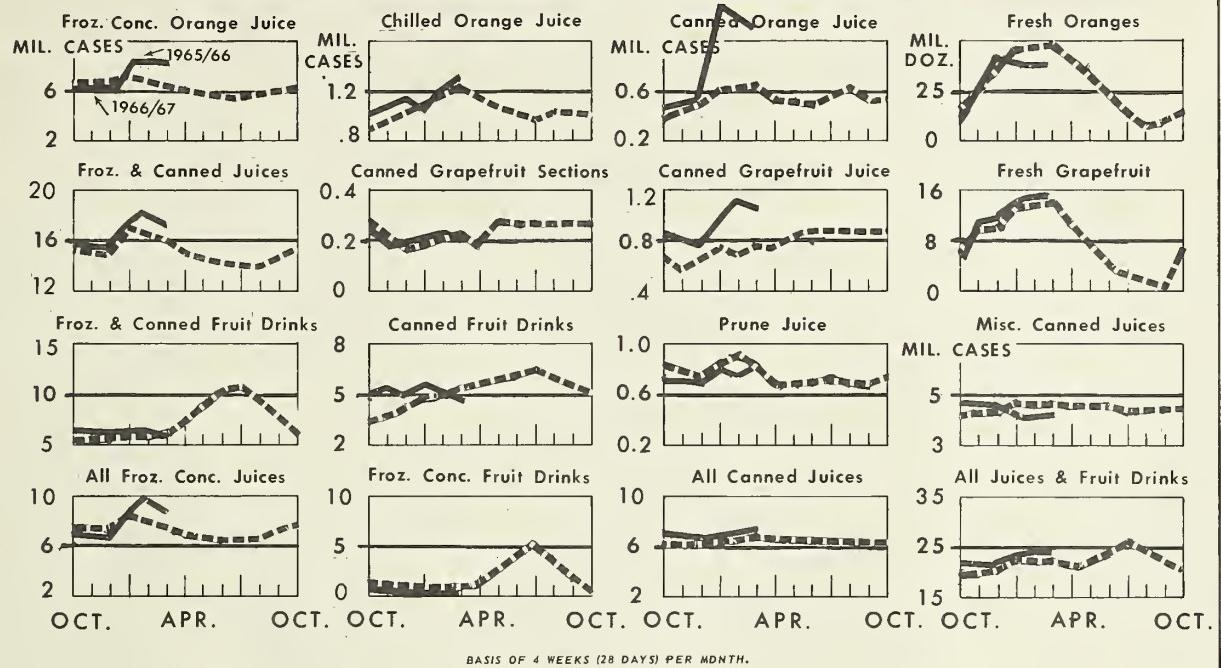


Figure 7

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2569 ECONOMIC RESEARCH SERVICE

## PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

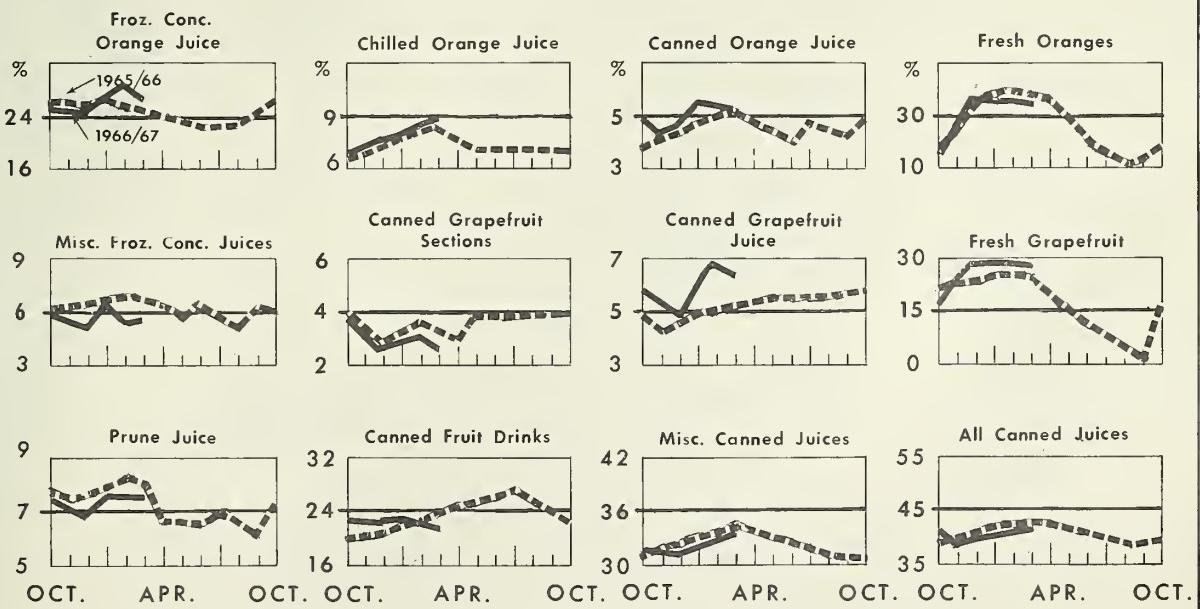


Figure 8

U. S. DEPARTMENT OF AGRICULTURE

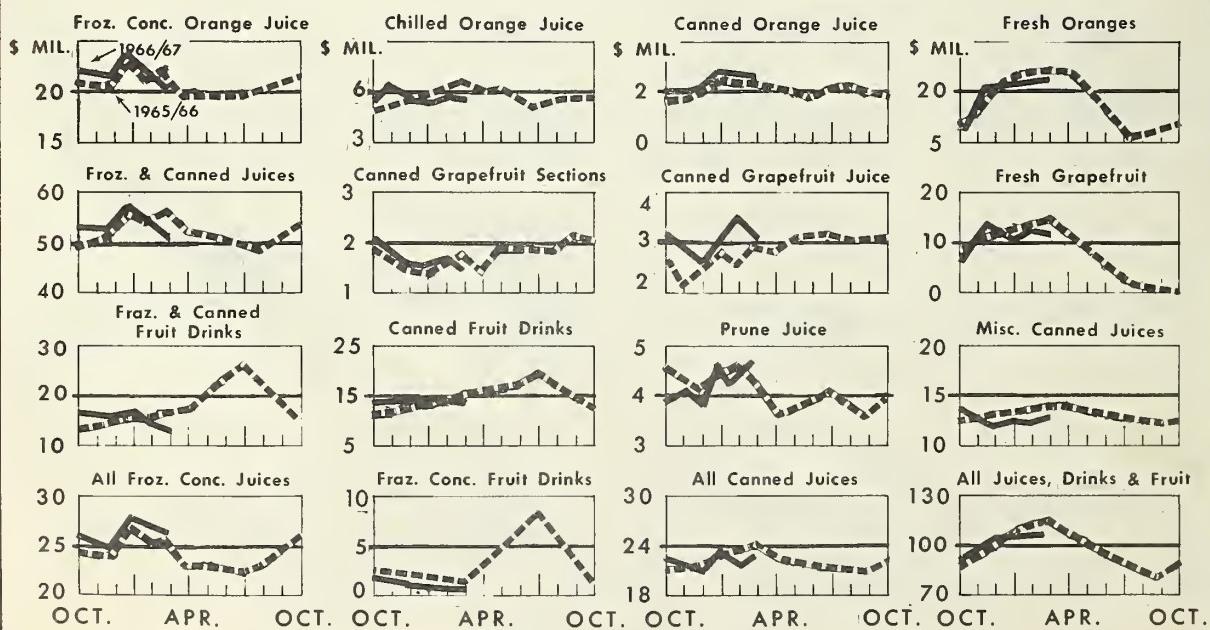
NEG. ERS 2570 ECONOMIC RESEARCH SERVICE

Washington D. C. 20250

Official Business

**CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS**

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9